

UK Good Practice Principles certificate



Company: Teads
 3rd & 4th Floor
 70 New Oxford Street
 London
 WC1A 1EU
 www.teads.tv

Business/Brands verified:	Teads
Service provided:	Demand Side Platform (DSP), Supply Side Platform (SSP)
Month of verification:	July 2017

Findings

Good Practice Principles	Description of compliance with the Principles
<p>1 The Buyers and Sellers of digital display advertising shall ensure that the transaction is one pursuant to either (a) a Primary Agreement or (b) the specific terms and policies within an agreed or signed contract.</p>	<p>Direct buyers that use Teads managed service sign the Teads Insertion Order (IO) which includes the Teads Terms and Conditions (Ts&Cs).</p> <p>Agency buyers that do not use the Teads IO use their own IOs referencing the individual buyer's Terms and Conditions which govern their digital display advertising transactions.</p> <p>Teads also offers a self-serve option via their SSP and users sign and agree the terms in the platform agreement.</p> <p>Publishers that are approved for the Teads SSP platforms, agree to Teads Supply agreement: https://teads.tv/terms-and-conditions/</p>
<p>2 A Primary Agreement, or the specific terms and policies within an agreed or signed contract, should include the Buyers and Sellers' intention as to where the advertising should (or should not) appear.</p> <p>The Buyers and Sellers should select from one or both of the following means to minimise ad misplacement:</p> <ul style="list-style-type: none"> A. Independently-certified (to JICWEBS standards) Content Verification (CV) tool (criteria agreed between the Buyer and Seller pre-delivery); or B. Appropriate / Inappropriate Schedules (criteria agreed between the Buyer and Seller pre-delivery). 	<p>Teads's and Buyer's Insertion Orders contain intentions to where an ad should or should not appear.</p> <p>Buyers can select from an appropriate schedule of Teads vetted and approved sites to run against their campaigns.</p> <p>Teads will also implement inappropriate schedules (blacklists) supplied by clients if requested.</p>

Good Practice Principles	Description of compliance with the Principles
<p>3 Sellers should confirm the specific provisions applied to minimise the risk of ad misplacement, irrespective of whether inventory is sourced directly or indirectly. In the absence of specific provisions, then as a minimum, a statement of reasonable endeavours is required.</p>	<p>Teads’s Brand Safety Policy states:</p> <p>“Teads are fully committed to providing a brand safe marketplace that advertisers can trust. We have a multi-layered approach to ensure the safety and quality of our campaign delivery across the Teads inventory.”</p> <p>A link to the Brand Safety Policy has been shared with Teads buyers via email.</p> <p>The Teads IO’s also include a link to the Brand Safety Policy which is available on the Teads website at: https://teads.tv/brand-safety-policy/</p>
<p>4 Sellers should be able to explain the process(es) that form the basis of specific provisions and/or the reasonable endeavours.</p>	<p>The processes in place to minimise ad misplacement are detailed in the Teads Brand Safety Policy which states:</p> <p>Inventory vetting:</p> <p>“The Teads publisher team are our first line of defence. We are protective of our premium marketplace and thus have strict terms and conditions that publishers have to meet, in order to be approved as a Teads inventory source.”</p> <p>Teads complete human and technology checks on inventory sources before they are included in their network of approved sites.”</p> <p>Appropriate Schedules:</p> <p>“Using Grapeshot’s contextual analysis technology, (non JICWEBS approved tool), we have 11 brand safety channels on offer which can all be negatively targeted. As clients have varying requirements, we are able to modify the no. of channels being used on a case by case basis. These include:</p> <ol style="list-style-type: none"> 1. Adult 2. Arms 3. Crime 4. Death & injury 5. Download 6. Drugs 7. Hate speech 8. Military 9. Obscenity 10. Terrorism 11. Tobacco <p>Each channel consists of keywords that are associated to that content, updated daily, and are used to scan the keywords inside each article to determine the context of the page.”</p>

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<p>5 Both Buyers and Sellers should understand any contractual consequences should they fail to monitor this process and respond appropriately to ad misplacement via take down.</p>	<p>Teads Brand Safety Guidelines Policy states:</p> <p>“If a brand safety breach has occurred at any given point and Teads is notified via written or verbal communication, we will remove the publisher or pause the campaign as soon as possible. Self-serve publishers are able to pause the delivery of the ads by logging onto the Teads SSP platform”</p> <p>In addition, the contractual consequences of not taking down an ad in accordance with Tead’s Takedown Policy are evaluated and agreed with the buyer on a case by case basis.</p>

Verified by

Company: ABC Ltd
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 211 High Street,
 Berkhamsted,
 Hertfordshire.
 HP4 1AD



<p>Statement of verification provider:</p>	<p>We have reviewed Teads’s policies and procedures for minimising ad misplacement in accordance with the JICWEBS DTSG Good Practice Principles. Our enquiries were designed to independently confirm that the brand safety policies stated have been implemented and clearly documented where required. Our review did not extend to testing the effectiveness of any processes, procedures or controls for ad misplacement.</p> <p>In our opinion, at the time of our review, Teads had established policies to minimise ad misplacement as described in the JICWEBS DTSG Good Practice Principles.</p>
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About JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

About Digital Trading Standards Group (DTSG)

The Digital Trading Standards Group (DTSG) is an UK industry body made up of representatives from across the digital display advertising ecosystem, including the buy- and sell-side. The DTSG is comprised of representatives from advertisers, agencies, agency trading desks, demand side platforms, advertising exchanges, sales houses, advertising networks, supply side platforms and publishers.